Data and Privacy File Guides

Apple Media Services: Apps And Services

November 2019

File name

Apps And Services.csv

File description

This user experience click data collects data across App Store, Apple Music App and Web Landing pages, Apple Music Web Preview, Apple Movies Store, TV App and Search, Marketing Campaigns, and Radio App events

Why Apple keeps this information

Apple Media Products collects user experience data in order to provide the service requested by the user, to understand user behavior, customer preferences, measure performance, and improve software design.

Field Name	Details
Action Subtype	Provides more details on the action type taken.
Action Type	This field describes what the user intends to accomplish (like adding or opening something), rather than their gesture (click, swipe, drag). For example, if a user clicked a button that said “Get”, the user’s intention is to “Install”.
Action Context	Provides details on user action
Action URL	The URL of the link that the user is acting upon.
App Name	This is the Apple product a user’s action occurred in.
Apple Internal ID	This is Apple’s internal unique identifier for a signed-in user
Available Subscriptions	An array of objects: lists all the subscriptions this app is aware of for this user.
Billing Currency Code	Currency code for a purchase made
Campaign Group	Identifies a marketing group associated with a click
Campaign Token	Identifies a marketing campaign associated with a click
Consented TV Provider	This indicates the TV App brands for which the user gave VPPA consent
Client Id	This is a randomly generated device identifier (unique for each device) that expires every 6 months.
Cookies	This field shows cookies (“itsCT” and “itscc”) that are used to track app page views associated with a campaign and cookies (“xp_ab” and “xp_abc”) that are used to test “A/B” experiments on customer response to app design.
Destination URL	The “deep link” used by the active application to link out to another application

Field Name	Details
Device Data Capacity	Deresolutioned total amount of disk space that is allocated to the data partition of the disk. The data partition is occupied by application executables and application data.
Device Data Capacity Available	Deresolutioned available free space on the data partition section of the disk. The data partition is occupied by application executables and application data.
Device Disk Capacity	Deresolutioned size of the whole disk (whole device), i.e.: Device Data Capacity + Device System Capacity
Device System Capacity	Deresolutioned total amount of disk space that is allocated to the system partition of the disk. The system partition is occupied by the OS.
Device System Capacity Available	Deresolutioned total amount of disk space that is available to the system partition of the disk. The system partition is occupied by the OS.
Dialog Buttons	Buttons available on dialogs
Dialog Message	Non-localized message identifier of the dialog (if available, otherwise the localized message).
Dialog Options	List of non-localized controls (i.e. buttons) that the user can choose from.
Dialog Result	Indicates the outcome of the dialog. For example 'success' if the API returns successful value; 'failure' when the user clicks cancel, or the API returns a failure; 'unknown' for non-cancel, where there is no definitive success result.
Dialog Subject ID	Identifier of the item which is the subject of this dialog.
Dialog Title	Unlocalized title of the dialog.
Dialog Type	Type of dialog, eg: 'SignIn'. These should be general to a class of dialogs, much like pageType is general to a class of pages.
Eligible TV Provider	These are bundle IDs for apps that are installed on the device but the user has not consented to.
Event Date Time	Date and time when click activity occurred on the App.
Event Post Date Time	Apps will collect events into batches and send these periodically to Apple servers. This is the UTC time when a batch of events was sent.
Event Type	Includes user action that was taken on an App (click, search, enter, exit, etc...).
External Referral App	Application that referred the user to the current application or web page
External Referral URL	URL from a web browser page that linked into the application (e.g. from a google link or affiliate link).
Has Global Account Consent	This is an indicator that the user took one of the following actions: played a welcome video, added a movie/show to "Up Next", interacted with a marketing campaign, or played Carpool Karaoke

Field Name	Details
Host App	The name of the app from which the Apple Media Property functionality is used
Host App Version	The version number of the app from which the Apple Media Property functionality is used
Installed TV Provider	This indicates which TV App brands have been installed on the device
Impressed Content Names	A list of content items that were shown to the user.
IP	The IP address of the device used to take this action
Is Free Eligible	TV app, is user eligible for free content
Is Previously Consented	This is an indicator that the user has consented to at least one 3rd party TV app
Item Description	Internal identifier for a single purchased item
Item Descriptions	A grouping of internal identifiers for purchased items
Media Content URL	The url to the content source
Media Play Duration MS	Total length of media played, in milliseconds
Media Play Position MS	Position in media, in milliseconds, when this action began. Typically, when playing first begins this value will be “0". If the media plays to completion, "position" would equal “duration".
Media TV Provider	Brand ID for Media click Events.
Navigation	Cause of how the page was displayed through user action — 'back' or 'forward' if page was loaded as a result of the back/forward navigation action. Will be omitted if user navigation was not the cause of the page being shown.
Operating System	Operating system used
Operating System Version	Version of the operating system used
OS Language	Language of the operating system used
Page Context	Shows where in an Apple Media Properties App an event occurred. For example, if a user looks at an Artist album in Apple Music with “For You” tab at the bottom of the screen the page context would be “For You”. If the user looked at the same album page with the “Library” tab selected, the page context would be “Library”
Page ID	Shows which page user activity occurred on.
Page Type	Describes the type of a page
Page URL	URL of the page
Price	Total purchase price in StoreFront currency as a decimal number (e.g. “9.99”)

Field Name	Details
Referral App Name	Name of the application linked to the active application, causing it to launch
Referral URL	URL of the Store page (e.g. AppStore page) that caused another Store page to load.
Subscribed TV Provider	Subscribed brand Ids for the TV App user during “enter” event
Screen Height Pixel	Device screen height in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)
Screen Width Pixel	Device screen width in pixels
Search Filters	Search filters applied without localization —- Only present on search results pages.
Search Term	Search term used to generate search results. Only present on search results pages.
targetId	Target identifier of a user click, typically this will be the Apple content identifier
Timezone Offset Min	The difference, in minutes, between GMT (UTC) and timezone of event origin (“local time”). This means that the offset is positive if the local timezone is behind UTC and negative if it is ahead.
Transaction ID	Internal identifier for a transaction
Type	Provides more detail about the event or primary activity
URI	URI / URL of the media that is interacted with
User Actions	An array of actions the user took while interacting with a Dialog. An action is a dictionary (object) with 'actionType', 'targetId', 'result', 'reason', and 'responseTime'.
User Agent	Description of software that is being used to generate click activity
User Subscription Status	Subscription status of a user (if applicable).
Window Inner Height Pixel	App viewport height in pixels.
Window Inner Width Pixel	App viewport width in pixels.
Window Orientation	Angle of window orientation in degrees. 0: not rotated; 90: home button on right; 180: home button on top; -90: home button on left
Window Outer Height Pixel	Height in pixels of containing window, encompassing app viewport as well as window chrome, status bars, etc.
Window Outer Width Pixel	Width in pixels of containing window, encompassing app viewport as well as window chrome, status bars, etc.